



## FOR IMMEDIATE RELEASE

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**Burbank, CA – November 17, 2020** – Vice President of Technical Services, Randy Martinez, recently signed a publishing deal to co-write the forthcoming book titled *On Thin Ice*, published by TechnologyPress™. In addition to Randy Martinez’s expertise, the publication features content from other leading IT Consultants and Experts. The book will be released under TechnologyPress™, an imprint of CelebrityPress® LLC, a leading business book publisher that publishes books from ThoughtLeaders® around the world.

*On Thin Ice* is tentatively scheduled for release on November 19<sup>th</sup>, 2020. Randy and the other authors have chosen to receive no royalties from the book, but instead to donate them to St. Jude Children’s Hospital Foundation. Randy Martinez was selected to be an author due to his willingness to share his vast knowledge about the IT industry. His professional expertise makes him an asset to the publication and will surely benefit a wide range of readers. For more information about the upcoming release visit <https://www.itprosmanagement.com/on-thin-ice/>.

### **About Randy**

Randy Martinez is an Information Technology professional who is passionate about delivering enterprise IT solutions and services to small and medium-sized companies and organizations. For over 28 years, Randy has helped businesses and non-profits develop, expand, and streamline their Information Technology systems.

Randy is Vice President of Technical Services at IT Pros Management. As the head of the technical services team, Randy brings a “superhero ethos” to the company culture and service delivery to his clients. The “superhero ethos” of excellence, service, and ethics is the platform on which Randy bases his relationship with his team and clients. This ethos was developed and ingrained in Randy during his service in the US Army. In the ‘80s, technology was a novelty for business; in the ‘90s, technology was a luxury for business; today, technology is a MUST for business. With the critical dependence on technology, small-to-medium size businesses and non-profits are on the front line of cybersecurity threats. While technology helps small-to-medium size companies, it also



frightens them, as they cannot afford the infrastructure to actively adapt to the ever-changing threat landscape to defend themselves.

Unlike 10 years ago, today's small-to-medium size companies and non-profits can have their very own "Managed IT Department" from IT Pros Management. They can have all the benefits of a large company's in-house IT force for a fraction of the cost. A team of IT professionals all working together to give your business or organization the security, support, and service you need to allow you to do what you do best – GROW YOUR BUSINESS.

IT Pros Management motto, "Focus on Your Business. We Got IT Covered." sums it all up. Randy prides himself on providing personal service. There is no one-size-fits-all service. All his clients' IT needs are designed to be aligned with their business model and their budget. "I am a business solutions provider that happens to focus on technology. I need to be creative to provide our clients with the services and solutions they want, as well as recommend and implement solutions they NEED," says Randy. Unlike large IT chains, IT Pros Management's staff knows their client's business, their names, and their unique situations. IT Pros Management is not just another IT vendor, they are a strategic business partner for their clients, and Randy has become an invaluable member of their clients' management team in the role of Virtual IT Director or Virtual CIO. Randy has an extensive background in real-world experience as an IT professional. He has held positions including network administrator, IT manager, IT director, and technical account manager.

Randy has done news segments on local newscasts on technology and cybersecurity as well as presentations to non-profit groups on technology solutions. Away from the office, Randy loves being with his family and being "Poppa" to his grandchildren. He is also a big fan of comics books and an avid marksman.

You can contact Randy at:

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About TechnologyPress™:

TechnologyPress™ is a leading business and technology book publisher that publishes books from thought leaders around the world. TechnologyPress™ has published books alongside Robin Robins and other Cybersecurity experts. TechnologyPress™ is an imprint in partnership with CelebrityPress® LLC. CelebrityPress® has published books alongside Jack Canfield, Brian Tracy, Dan Kennedy, Dr. Ivan Misner, Robert Allen, Michael Gerber, Tom Hopkins, and many of the biggest experts across diverse fields.

